

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

CINEMAS – Permission to increase the rates of admission to M/s Big Cinemas (Adlabs Films Private Limited) Ameerpet, Hyderabad for their three Screens (i.e., second, third and fourth) – Orders – Issued.

HOME (GENERAL.A) DEPARTMENT

G.O.Ms.No. 61

Dated:11-03-2010.

Read the following:

1. From M/s Big Cinemas Reliance Media Works Ltd.,
Represented by Mr.Suresh Bharadwaj (Authorised
Signatory) dated 30-10-2009)
2. Govt.Memo.No.31522/Genl.A1/2009-1 dated 06-11-2009.
3. From the Commissioner of Police, Hyderabad City
Letter No.L&O/A3/09/2003-09 dated 8-12-2009.
4. Govt.Memo.No.31522/Genl.A1/2009-2 dated 05-01-2010.
5. From the Commissioner of Police, Hyderabad City,
Letter No.L&O/A3/09/2003-9 dated 04-03-2010.
6. Ms. Big Cinemas Pvt., Ltd, Ameerpet, Hyderabad.,
Letter dated 06-03-2010.

ORDER:

In the reference first read above, Sri Suresh Bharadwaj (Authorised Signatory) of M/s Big Cinemas Reliance Media Works Limited, Ameerpet, Hyderabad, has submitted a stating that since May, 2008 the rates of admission across all the three Screens in the M/s Big Cinemas at Ameerpet, Hyderabad., has been Rs.100/- while most of the rates of commodities, rentals, fares etc., has substantially increased and therefore requested the Government may be pleased to increase the rate of admission from existing Rs.100/- to Rs.150/-. He has further informed that their request is justified on account of provision of the following facilities.

- 1, Luxurious interiors of international standards with fully air-conditioned auditoriums and lobby.
2. Plush carpeting in the lobby and auditoriums.
3. State of the art LCD screen in the Box Office and F&B counter, displaying information for our customers.

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4. Comfortable stadium style high-back seating with a seat width of 22 inches with comfortable leg space between the rows.
5. Auto flush toilets facility with high levels of hygiene in the multiplex and its restrooms through constant housekeeping efforts..
6. Inherently fire retardant seat fabric and drapes.
7. FM 200 Fire Suppression System installed in all projection rooms.
8. Modern safety and security systems and fire fighting system.
9. Smoke exhaust fans inside all auditoriums and motorized fire dampers in all AHUs.
10. 100% Generator Set facility.
11. All the critical systems have UPS back-up facility thereby enabling uninterrupted movie viewing even during power failures.
12. Emergency lights on invertors all over the property.
13. LED lights on every step riser in the auditorium, seat lights as well as exit signs on invertors.
14. Strong projectors, Xenon console with the platter system.
15. Efficiently designed acoustic system in all auditoriums, providing patrons with a superior sound quality.
16. Digital Sound System with Dolby and DTS at par with International standards in all screens.
17. Combination of Three-way and Four-way Surround sound system.
18. Computerized ticketing Facility.
19. Digital Projection System.
20. 3-D Movies

21. Additional food dispensing points.

22. Seat Service food items.

23. Automatic Ticket Vending Machine.

2. The Commissioner of Police, Hyderabad city, has been addressed in the reference second read above, to confirm provision of the above facilities in Ms/ Big Cinemas Ameerpet, Hyderabad,

3. The Commissioner of Police, Hyderabad City, has furnished his report vide references third and fifth read above, stating that the Assistant Commissioner of Police, Panjagutta, personally visited the premises of M/s Big Cinemas situated in 5th floor of the premises No.8-3-949/1, Big Bazar Mall, Ameerpet, Hyderabad. The Assistant Commissioner of Police, Panjagutta verified the facilities/systems as mentioned in the representation of the applicant and found that they have been provided for the Cinegoers, except Automatic Ticket Vending Machine, and they are in good condition. In the reference sixth read above, M/s Big Cinemas Private Limited, Hyderabad, has stated that subsequent to the inspection by the officials of Licensing Authority, they have provided an Automatic Ticket Vending Machine also and furnished a Photograph of the same.

4. In the course of examination of the request of M/s Big Cinemas (Adlabs Films Pvt. Ltd) Ameerpet, Hyderabad, an opportunity of hearing was given to the M/s Big Cinemas (Adlabs Films Pvt. Ltd) Ameerpet, Hyderabad, on 04-01-2010, before the Appellate Authority. The Government have heard the case represented by the Authorized Signatory of the management.

5. After careful examination of the request of the Management of the M/s Big Cinemas (Adlabs Films Pvt. Ltd) Ameerpet, Hyderabad and in view of the reports from the Licensing Authority i.e., Commissioner of Police, Hyderabad, Government in exercise of the powers conferred under rule (c) of sub-rule 3 of Rule 11 (B) of Andhra Pradesh Cinemas (Regulation) Rules, 1970, hereby permit enhancement of rates of admission from existing Rs.100/- to that of Rs.150/- (One hundred and fifty only) to three Screens (3) i.e., Second, Third and Fourth Screens in M/s Big Cinemas (Adlabs Films Pvt. Limited) Ameerpet, Hyderabad.

6. The Licensing Authority is directed to thoroughly inspect the facilities mentioned under para 1 above during his periodical half yearly inspections and in case any deficiency is found in the said facilities the same may be reported to Government so that action will be taken by the Government to automatically withdraw the enhanced rate of admission accorded in para 5 above.

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7. The Commissioner of Police & Licensing Authority, Hyderabad City, is requested to incorporate the above enhanced rates of admission in the Form 'B' Licence of M/s Big Cinemas, Ameerpet, Hyderabad.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

AJAY MISRA,
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Commissioner of Police & Licensing Authority, Hyderabad City.

Copy to:

The Management M/s Big Cinemas (Adlabs Films Pvt. Ltd.)
4th Floor, GS 24 Carat Premises No.8-3-949/1,
Ameerpet, Hyderabad.

The Assistant Commercial Tax Officer, Hyderabad.

The P.S. to Minister (Cinematography).

The P.S. to Principal Secretary to Government. (Prisons).
SF/SCs.

//FORWARDED:BY ORDER//

SECTION OFFICER.